

A man and a woman are smiling and looking at a laptop screen together in an office setting. The man is wearing a dark blue sweater over a light blue shirt, and the woman is wearing a red, white, and blue striped sweater. They are standing in front of a window with a view of a building.

How we make work more rewarding & more fun

Social annual report 2023

McCoY

SOCIAL ANNUAL REPORT 2023

McCoy brings the soft back in software, has an extra eye for the people who work with it and who implement it. So they can start to work smarter instead of harder. And their job keeps becoming more enjoyable. That's why our social annual report is mostly about people and we let our colleagues do the talking. We account for how we added value for them in 2023. But not only for our own people and

our customers, also for the environment and for the society around us. This report is structured in exactly this order. Three easily scannable chapters, from which you can pick up the essence at a glance.

We wish you a valuable reading experience!
Monique Roijackers &
Frank de Vleeschauwer

McCOY

Find out what McCoy did in 2023

For people,
the environment
& society

McCoy

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PEOPLE

Employee
owned
company



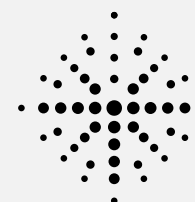
68 percent of the McCoyans own McCoins



45 new colleagues



4x purpose workshop



12 brand-new McTalents



10 brand, promise, deliver sessions



21 McVitality challenges



17 anniversaries

ENVIRONMENT

BIG Event
Less is More

51 inspired companies



3x sustainable impact with SAP



2x compensating our CO2 emissions



30 percent of the McCoyans drives electric



80.000 km of car driving saved

SOCIETY

McCoy x JINC

30+ young people given a helping hand



9 social initiatives



80+ charities supported with Christmas donations

People

This is how we take
care of our McCoyans

McCoy

EMPLOYEE OWNED COMPANY

"I am jointly responsible for the outcome, which definitely fuels my entrepreneurship"
- Milan Sluiter

MCCOY IS GROWING

"Every talent is welcome at McCoy, substantive and personal qualities are leading" - Joost Hinderdael

MCTALENT

"For me it was the perfect introduction to the world of SAP" - Joep Reinen

MCVITALITY

"The health and vitality of our people is incredibly important to us" - Dewi Franken

OVERIG

- 4 x purpose workshop
- 10 x brand, promise, deliver sessions
- 17 anniversaries

McCoin

Employee owned company

The ambition had been there for quite some time, but this year, it became a reality: McCoy is an employee-owned company. For this, we introduced the McCoin. Every McCoy employee can purchase McCoins: become a joint-owner and share in the profit. The McCoin represents the value of the company and is revaluated again every year. Due to this, the McCoin is both a profit and a value share. No crypto, but a share in the company. In 2023, a total of 68 percent of the colleagues already became joint owners.



Colleague Milan Sluiter became a joint owner and talks about what this means



“With the McCoin, I become a part-owner of the company. This makes me jointly responsible for the result, which definitely fuels my entrepreneurship. Because the value I add is at least partly reflected in the increase of the company’s value. I reap the benefits myself because I share in the company’s profit.”

Diversity and growth

Welcoming culture

An attractive employer that recruits on quality. This is what we want to be as McCoy. That's why we're so proud that we've grown again as a team this year, in the broadest sense of the word.

The numbers lined up:

- **45 new colleagues (30 male - 15 female)**
- **Male-female ration in leadership positions: 25-5**
- **12 young talents**
- **5 interns and work students**
- **Average age: 38 years old**

"Every talent is welcome at McCoy, someone's substantive and personal qualities are leading. And we feel that that's something we should not only say, but also radiate. We keep getting better at this, we're getting a better eye on the talents in the labour market. We are also more attractive to them. As a result, 45 new colleagues found their way to McCoy this year."



Colleague Joost Hinderdael is responsible for recruitment & selection

McTalent

Our own young talent programme

Through McTalent, we train newly graduated talent to become SAP consultants. Initially for a McCoy customer. A win-win: customers get young talent, starters get off to a good start. The first course started in 2022. Five of these students were permanently connected to ASML in 2023. Six new trainees also started in 2023. Several business units have since adopted this traineeship model, as a result of which we also use it as an in-house training programme for new colleagues.

Great numbers in this:

- **For the 2023 programme we approached 1893 students, held 78 initial interviews and 21 second and third round interviews. Eventually this brought us the class of 6 top talents for McCoy.**
- **In 2023, 4 men and 2 women started working for customers, at VION (1), Eneco (1) and McCoy (4).**



Colleague Joep Reinen completed the in-house training programme to become a consultant, but then felt room to make the turn into sales



“The culture within McCoy appealed to me so much and I saw great growth opportunities with McTalent as a starting point. Here I had a feeling of confidence as well as growth, right in the same place. McTalent gave me a very clear picture of the work within McCoy and its BUs. For me, it was a perfect introduction to the world of SAP and the trainings given were all interesting and very interactive. For me, it was especially interesting to see all the components of business and IT come together.”

McVitality

Enthusiastic team initiative

The McVitality-team has been set up by colleagues from their enthusiasm for vitality. This has been around for several years but keeps getting a new meaning. Every quarter, a theme regarding vitality is central, with matching campaigns and challenges. In 2023 these included among others:

- **The Week Without Meat and Dairy Products. Through WhatsApp we sent each other the most delicious recipes and tips**
- **The Month of Breathing, ending with the ice bath challenge: focusing on breathing helps to release stress and to achieve an optimal sports result**
- **The Sleep Challenge: A month of experimenting with the impact of various elements on your sleep (nutrition, shower, sports, alcohol) and thus developing healthier sleeping habits.**

"The health and vitality of our people is incredibly important to us. Thus we do all we can to maintain and further improve it. At McCoy there have always been multiple sports initiatives, but vitality is more than that. That's why McVitality focusses on sports, nutrition, and mental resilience. Every quarter is dedicated to a theme within one of these topics. We inspire the McCoy colleagues through our newsletter and organize multiple challenges and activities."



Colleague Dewi Franken is one of the initiators

ADDITIONAL INITIATIVES

McLadies

At McCoy we not only celebrate professional successes, but we also cherish the close ties between our employees. The annual McLadies trip, that once began as a modest initiative has now grown out to be a sparkling tradition that we're very proud of.

Enjoy your own workspace

At McCoy you decide what your workplace looks like, so it perfectly fits the way you prefer to work. We facilitate a budget to set up your personal (home) workplace.

Reducing absenteeism caused by illness

We do this in two different ways:

1 Burnout prevention and cure

Luckily, our absenteeism rate is very low. This is partly due to our cooperation with SB Vitaalgroep. They support people at risk of dropping out with extra guidance.

2 Purpose workshops

Four times a year, colleague Wessel Verheijen organizes a purpose workshop. So colleagues find out what gives them energy and what sparks their enthusiasm. Are you working just to work, or is there more to it than that? Finding that motivator contributes to more work happiness and less absenteeism.

Inspiring brand, promise, deliver sessions

We want to retain the culture of our company also now that we are growing. That's why we started BPD sessions. In groups of ten, assembled from different business units, colleagues share with each other what behaviours they think fit our brand. The great thing is: most of the input is recognisable for everyone, which means the culture is fully ingrained in the company. The next step is to record this for new colleagues in a culture deck.

Memorable introduction day

In 2023 we organised an introduction day again, for all the colleagues that have joined us since the last edition. First making an elaborate acquaintance together with drinks and snacks from the air fryer to discover mutual interests. Then a passionate game of go-karts, because at McCoy we don't shy away from a bit of competition.

Festive anniversaries

This year we celebrated two 10-year anniversaries: Lucien van Groenendael and Martijn Veth have been with McCoy for a decade and this was celebrated well. Although Lucien was on a sabbatical. In Martijn's case, we made a surprise visit with the entire management team. Both received a nice gift. The 16 colleagues working at McCoy for five years each went for breakfast at the hotel where they once signed their contract. Complemented, of course, by a proper bottle of champagne. Congratulations!

Sportive year

There are a lot of sporty colleagues at McCoy. Football, golf, padel: there's a club for all these sports. We also went on the annual McSnow skiing trip, sported four days for charity during the McCoy four-day walk (about 5 hours per McCoyan, our dashboard showed), some of us ran the Eindhoven marathon and organised the Fit Challenge.



Environment

Increasing our positive impact

BIG EVENT

“With our knowledge and expertise we can inspire, motivate and assist other companies in their sustainability ambitions”
- Amber Smeulders

SUSTAINABILITY & SAP

“Through our SAP implementations we make demonstrable sustainability possible for our customers” - Jouri Lagarde

ADDITIONAL INITIATIVES

- 2 x compensating our CO₂ emissions
- 80.000 of car driving saved (>2 x return trip to Sidney) thanks to public transport
- 30 percent of the McCoyans drives electric

BIG Event

Less is More

How we, as a company, treat our environment, is of great importance. We are aware of that. And we actively work on this as well. But if we can take our customers along in this, we have even more impact. That's why we decided to make sustainability the central theme of our BIG Event. That way we could inspire no less than 51 customers.

Three themes that our customers, colleagues and well-known speakers talked about:

- **The circular economy diagram and the road towards becoming CO₂-neutral**
- **Social equality and governance**
- **Financial Risk Management**

“Doing more by using less. How do we work together to reduce pollution and inequality? What is a 'sustainable' organisation? And what role does SAP play in this? Together with our inspired speakers, we addressed sustainability in the broadest sense of the word. Because we thought it would be great to use our knowledge and expertise to inspire, motivate and assist other companies in their sustainability ambitions. This caught on! It was a sunny, inspiring, and pleasant afternoon. Where together we explored the role IT plays in building a sustainable enterprise.”



Colleague Amber Smeulders organised this BIG Event

Sustainability & SAP

More insight, sustainable impact

Many of our clients experience uncertainty around sustainability. For example, they see ESG legislation as an obstacle. Whereas, in our view, this is actually an opportunity to gain all kinds of valuable insights. To this end, SAP offers various solutions, which we implement for our customers.

- **Sustainable Control Tower**

With this, our customers demonstrate sustainability and turn sustainability goals into pragmatic actions.

- **Supply Chain Management**

Sustainable best practices help our customers become strategically sustainable in many ways. Such as using returnables, packing transport smartly and measuring the environmental impact of products in the supply chain.

- **SAP Purchase Solutions (purchase processes)**

By doing so, we make sustainability in line with EU legislation (EcoVadis certification) and identify and resolve sustainability risks at suppliers possible for our customers.



Colleague Jouri Lagarde on the implementation of SAP Sustainability Control Tower



“Just making a profit and pursuing economic success is not how our customers want to run their business. Today, their customers, investors and employees expect more from them. They want to see responsibility for environmental, social, and economic impact. And an understanding of sustainability ambitions. At McCoy, we know this all too well; it’s an important issue for us as well. We have many targets and initiatives in this area in-house. But it is through the SAP implementations we do every day that we really make a big impact. As a result, we enable demonstrable sustainability for our customers. I’m happy to contribute to that!”

ADDITIONAL INITIATIVES

EcoVadis: starting point for sustainable development

At McCoy, sustainability has been on the agenda for many years. In what we do for customers, but just as much in-house. It's just that the latter was never officially established. Until 2023. We received a formal EcoVadis certificate, which we see mainly as a renewed and certified starting point to set our sustainability goals and increase our impact.

Steering CO₂-calculator

At McCoy we have the ambition to reduce our CO₂ emissions. That is why we monitor our emissions as well as possible with a CO₂ calculator. This offers insight, but especially steering in reducing our emissions.

Getting greener with Justdiggit

Our partner Justdiggit is restoring the vegetation particularly in Africa, so the plants and trees can filter CO₂ out of the air again and thus cool down the surroundings. This restoration has a positive impact on waters, food certainty and biodiversity. Which is favourable for the living environment of people and animals. With our donation we support Justdiggit in their greening projects for the next twenty years, so the trees they plant will absorb twice our CO₂.

Stimulating alternative travel methods

We started a public transport pilot for all thirty colleagues that are involved in a project of the municipality of Utrecht, starting September 2023. Due to this, 80,000 km of car driving has already been saved.

More electric driving

Our electric lease car arrangement is set up in such a way that electric driving is also attractive for McCoyans. As a result, by 2023, 30 percent of all McCoyans were already driving electric.

Society

This is how we connect work and world

MCCOY X JINC

"We give young people in the Netherlands chances that are not obvious within the environment they grow up in" - Dieter Coppelmans

CHRISTMAS GIFT

"The candles of Snuist have lit up many homes during the holidays" - Thomas Hendrickx

ADDITIONAL INITIATIVES

- 9 social initiatives
- Christmas donation to 80+ charities

MCCOY

McCoy x JINC

Together, we help young people on their way to work

Every child has talent. That is why JINC, together with companies and schools, fights for a society where your background does not determine your future.

McCoy supports this goal in various projects:

- **Our IT-professionals teach 21st century skills to primary school students grades 5 and 6.**
- **Primary school students and first-graders come to us for a lightning stage, in which we spark their enthusiasm for automation.**
- **We provide senior vmbo students with job interview training.**



Colleague Dieter Coppelmans is the driving force of this initiative. This is what makes him happy:



“By supporting JINC, we work together towards a society where your background does not determine your future. We give young people in the Netherlands opportunities that are not obvious within the environment they grow up in. Not because these young people lack talent or ambition, but because they suffer from the effects of poverty. For me, this pilot is a great example of how McCoy shows social commitment. Great to take this up together with Lyke Hendriks of JINC. We are happy to follow it up in 2024 by entering into a full partnership with JINC, for both Eindhoven and Utrecht.”

Social purchase

Investing in extraordinary initiatives

This year we decided to invest part of our turnover in (local) social initiatives. For this, we made various commercial agreements. Starting with what we call 'social purchase.'

This is what we mean by that:

- **Our Christmas gift to Friends of McCoy came from creative care studio Snuist.**
- **Our office fruit is delivered by Fruitful Office every week.**
- **We order tokens of appreciation in the municipality of Utrecht from workshop echtWaar.**

"We were looking for a surprising Christmas gift. Something that completely suits McCoy and fits the Christmas spirit. So I suggested Snuist, the care studio in which my sister is involved as a supervisor. A Tilburg-based studio for creative day care. They made beautiful candles for us in the McCoy colours, which have lit up many homes during the holidays. Extra nice is that we received positive feedback from Snuist: 'We thought it was an honour and a treat to make these for you!'"



Former colleague Thomas Hendrickx about the collaboration with Snuist

ADDITIONAL INITIATIVES

Donations to charities

During (in-house) events we often make the connection with charities. That way we emphasise that there's more than just McCoy and that we care about the world around us. This really resonates with the colleagues. Three concrete examples:

- **McCoy BIG Event:** donation to Villa Pardoes.
- **Christmas bonus:** each year, colleagues choose whether to accept a gross bonus or donate double that amount (tax-free) to charity. Thus, in 2023, we supported over 80 charities with a total of about €50,000.

- **McCoy Four-day walk:** donations to Kidzbaze, TrioBio, and BVCB football club.

Joining hands with customers

In cooperation with the municipality of Utrecht, we agreed to support two local social initiatives. In 2023, these were Kamers met Aandacht (a non-profit organisation that helps vulnerable young people on their way to independence) and Smulhuis (provides meals for homeless people). To both initiatives, several McCoyans donated their Christmas bonus.





This is how we look back on 2023

McCOY

As we browse through this annual social report, we cannot help but be proud of what we have done with and for each other in 2023. The year the McCoy Foundation came of age is evident in all its initiatives. This is reflected in these milestones:

- **McCoy became an employee-owned company**
- **We made the move from informal environmental reporting to external capture and certification**
- **We also looked beyond our own impact: we inspired customers to do business more sustainably, during our BIG Event**
- **The commitment to social procurement paid off**



5 action points for 2024

- 1** Further **increasing our impact on society** with among others JINC and social purchasing;
- 2** Having us re-certified by **Great Place To Work**, hopefully to carry the Best Workplace label again;
- 3** Reviewing our mobility concept and switching to a more flexible version in which we **encourage electric driving as well as other green alternatives** to the car, such as public transport;
- 4** Moving to a **new, open, and more sustainable office** on the TUE grounds;
- 5** **Formally record our CO₂ emissions** with the CO₂ performance ladder.

MCCOY

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